

Dear teachers,

We'd like to invite you to participate in the fourth annual **TDSB REEL CANADA Cineplex Day** – a special one-day festival of Canadian films presented by REEL CANADA in partnership with our Premier Corporate Sponsor, Cineplex Entertainment.

REEL CANADA's purpose is to raise awareness among the high school population of the incredible achievements of Canadian filmmakers and ultimately to enhance young people's appreciation of their national culture.

Students program their own one-day festival out of our curated catalogue of features, documentaries, animations and shorts. They meet with filmmaker guests, and participate in pre- and post-festival activities.

Our goal is to expose Canadian high school students to Canadian film in a dynamic and participatory way, in order to nurture a sense of Canadian identity through culture.

WHEN: THURSDAY MAY 5, 2011

WHERE: The Sheppard Grande Cinemas
4861 Yonge Street, near the intersection of the Yonge and Sheppard subway lines

SIGN UP DEADLINE: MONDAY FEBRUARY 28, 2011

WHAT: We will be screening three films in the morning (in three separate theatres) and three in the afternoon. All screenings will be introduced by a trained REEL CANADA facilitator and followed by Q&A sessions with special guests, guided discussion with facilitators, or a workshop on Canadian film and culture.

Each participating student will have an opportunity to see two films (one in the morning and one in the afternoon), out of the full programme of six.

The six films will be selected by students through a voting process in advance of the festival day. We will tally the votes from all participating schools, and the most popular six films will be screened.

Lesson plans and other teacher resources that support this event are available on the REEL CANADA website (www.reelcanada.com). Please contact our Production Coordinator at Mark@reelcanada.com for more information on using this event to help meet your curricular expectations.

WHY: We feel that it is important to introduce young Canadians to their own culture in a way that is fun, accessible, participatory and engaging. We hope that the REEL CANADA Cineplex Day will provide an opportunity for lively discussion and sharing of knowledge and experiences between students from different neighbourhoods and different cultures.

HOW: If you would like to participate in the REEL CANADA Cineplex Day, please contact our Production Coordinator, Mark Meeks, at 416.642.5796 ext. 1, or fill out the form below and email it to mark@reelcanada.com.

Participating teachers and schools can sign up to bring a single class, or as many as they wish. Participation will be capped at **850 students** on a first come first served basis, so please sign up as soon as possible to avoid disappointment.

Please note that while this event is **absolutely free for all participants**, transportation to and from the Sheppard Grande will not be provided by REEL CANADA.

REEL CANADA Cineplex Day Form:

Teacher's name: _____

School name and address: _____

Teacher's phone number: _____ Email: _____

Subject area / grade levels you teach: _____

Number of classes / participants that you wish to bring: _____

Are other teachers at your school interested in participating: YES NO

Thank you for participating in REEL CANADA! We look forward to hearing from you soon.